



"Binge Drinking" Terminology Controversy in Prevention Field

Every year colleges and their surrounding communities are rocked by reports of student deaths caused by prolonged, intense episodes of alcohol consumption, commonly called binge drinking. However, some researchers and practitioners are urging others in the field to stop using the term "binge drinking" to describe youth drinking practices.

Binge drinking, in its current use, is commonly defined as consuming five or more alcoholic beverages during a single "sitting" or occasion. Some researchers add the caveat that this must occur three or more times during a 2-week period.

But college students are routinely advised by campus health educators to "drink responsibly" by consuming no more than one drink per hour. Since students often attend social events for five or more hours at a time, that suggested consumption rate would make them binge drinkers. A careful student would be both responsible drinker and "binger" at the same time.

Now, a coalition of 21 higher education associations has called for a stop to the use of the term "binge drinking" in describing college drinking. The Inter-Association Task Force on Alcohol and Other Substance Abuse Issues says the use of the phrase should be reserved—as it has been historically—for a multi-day, out-of-control period of intoxication. The coalition emphasizes that the new catch-all definition of binge drinking is misleading at best, and does not adequately cover adolescent and youth adult drinking patterns.

What's your view on the controversy over use of the term "binge drinking"? Express your opinion. Write to heavybinge@listmgr.row.com.

SAMHSA Model Programs

Bringing Effective Prevention to Every Community

VIEWS LETTER *Vol. II, No. 1*

Heavy Student Drinking Targeted by Researchers

Research has shown that alcohol is the drug most widely used by American youth, regardless of race, ethnicity, urbanicity or gender. The Center for Substance Abuse Prevention (CSAP) continues to promote the use and development of programs proven to prevent and curb youth alcohol use.

Three CSAP Model Programs, LifeSkills Training, Challenging Collegiate Alcohol Abuse (CCAA), and Project Northland, recently reported new research that documents their programs' success at reducing youth alcohol use and heavy drinking.

Early Intervention Curbs Heavy Drinking in Minority Youth

A recently released study of LifeSkills Training (LST), a school-based prevention program that teaches drug refusal skills to early adolescents, showed that LST significantly decreased heavy drinking in inner-city, Black and Hispanic adolescents for as long as two years. Released by Weill Medical College of Cornell University, the study is part of a 5-year investigation funded by the National Institute on Drug Abuse. The study involved several thousand seventh graders from 29 New York City public schools.

Previous research proved LST to be effective in curbing alcohol, tobacco, and other drug (ATOD) use among white middle-class youth and inner-city minority youth. It had not examined the program's effect on heavy drinking until now. Among other things, LST teaches youth to think critically, make independent decisions, resist advertising and peer pressure, and manage adolescent anxiety.

College Program Addresses Misperceptions about College Drinking

Information taken from student surveys administered at colleges nationwide and at The University of Arizona (UA), where Challenging Collegiate Alcohol Abuse (CCAA) was developed, indicates that college students, including incoming freshmen, believe that most of their peers drink heavily, smoke and use drugs at a much higher rate than is actually the case. By providing feedback to students about actual norms, the pressure to live up to the popular cultural myths about college substance use is debunked.

Through a campus-wide media campaign, including campus newspaper ads, posters, fliers, newsletters and articles, CCAA corrects misperceptions, increases knowledge, and changes attitudes about alcohol and other drug (AOD) use, reducing related negative consequences. CCAA also works to change the public conversation about campus substance use and identifies environmental influences, such as AOD promotion and availability, through campus and community-wide partnerships.

Recently-released data from a fourth year of UA student surveys mirror previous results, showing that CCAA's social norms and environmental management interventions effectively decreased student alcohol use, heavy drinking, and AOD-related high-risk behaviors, such as drinking after driving and being taken advantage of sexually. (CCAA is ongoing at UA.) Details of the first three years of the study can be found in *The Journal of Drug Education*, Vol. 31, No.2-2001.

CCAA developers believe that social norming and environmental management strategies can be successfully adapted to K-12 populations. [\(continued on page 3\)](#)

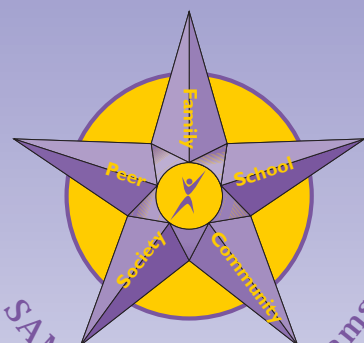
Dissemination Bytes

Linn Goldberg, M.D. recently returned from The Netherlands where he gave a talk to the **European Congress and World Anti-Doping Agency.**

Developer of the anti-steroid **ATLAS** program, Dr. Goldberg says that agency is considering incorporating aspects of ATLAS and **ATHENA** (aimed at preventing substance and supplement abuse and proper nutrition among female athletes) in a trial prevention program. Also, the **NCAA** is funding the first application of ATLAS and ATHENA in collegiate sport. The first two colleges may be **Portland State University** (Portland, OR) and **Southern University** (Baton Rouge, La).

The **Strengthening Families** program is being offered to every county in New Jersey by the **New Jersey Department of Substance Abuse Prevention, Division of Alcohol, Drug Abuse and Addiction Services**

The **Virginia Department of Health** is currently conducting regional **Olweus Bullying Prevention Program** training classes throughout the state.



Send questions or comments to Regina Boyd, rboyd@hd.row.com, or call, toll-free, 1-877-773-8546.

ATLAS Anti-Steroid Message Delivered Coast-to-Coast, Off Shore and on TV

ATLAS-Athletes Training and Learning to Avoid Steroids-a CSAP Model Program designed to reduce the risk factors for and use of anabolic steroid, alcohol and other drugs, has been making tracks across the nation's school systems and media.

As world-class athletes competed in Salt Lake City at the International Olympic Games, high school athletes in that city were participating in a second ATLAS implementation, and learning the dangers of using performance-enhancing drugs, illicit substances, as well as safe and effective sports nutrition and strength-training alternatives.

Preliminary survey data from the first wave (Fall 2001) of the ten-session program administered to athletes in three different high schools, show that ATLAS had a significant, measurable effect.

- After the peer-led ATLAS program, the number of athletes desiring to use steroids was cut in half.
- Athletes being drunk in the past 30 days was reduced from 9.5 percent to less than 2 percent, while being a passenger when the driver had been using alcohol or drugs was reduced by 50 percent and drinking and driving was cut to about one-third its prevalence prior to ATLAS.
- Only 12 percent of the athletes said they drank alcohol during the last month, this was reduced by 25 percent after the program.



In recent months, ATLAS has been implemented in Lexington, MA, and Oahu, HI, with program effect studies underway in Lexington and Salt Lake City, funded by a grant from CSAP and the National Institute on Drug Abuse. Arkansas will initiate coach training and participation with 70 schools throughout the state during June 2002.

ATLAS was featured on the PBS television program *In the Mix* in a segment entitled "Steroids: The Hard Truth." Hosted by Kevin Sorbo, who starred in the TV series *Hercules* and now stars in *Andromeda*, the 30-minute program will air again in April on local PBS stations. Videotapes of the program are available through www.inthemix.org.



Above and left: Female and male athletes leading discussions during the peer-led portions of ATLAS and ATHENA programs.

"I found out that steroids are readily available and steroid use is more common than people know," said Sue Castle, *In the Mix* producer. She said that while developing the show she learned that kids don't know the dangers of steroid use because they receive little information about it.

In addition targeting the anti-steroid message at students on PBS, ATLAS developer Linn Goldberg, M.D., will also spread the message to educators in upcoming issues of *Teacher Magazine* and *The National School Board Newsletter*.

CSAP, Other Agencies Collaborate to Increase Training Capacity for Bullying Prevention Program

To address the nationwide demand from schools for bullying prevention programs, in February, 23 people attended the country's first national training for the Olweus Bullying Prevention Program.

Co-sponsored by the Center for Substance Abuse Prevention (CSAP) and the Center for Mental Health Services (CMHS), trainees came from all over the U.S., with a wide range of backgrounds including medicine, psychology, social work, education, law enforcement, and law. The 3-day training is the first step in a three-part, year-long certification process.

"Bullying has long been a problem for children in our schools, but we are finally understanding the devastation that it cause children who are targeted and the negative effect that bullying can have on the entire climate of a school," said Dr. Susan Limber, of Clemson University's Institute on Family & Neighborhood Life. "Recent studies of the nature and prevalence of bullying and the links between bullying and school shootings have highlighted the need to prevent bullying at early ages."

The Olweus Bullying Prevention Program is a multilevel, multi-component, school-based program designed to prevent or reduce bullying in elementary, middle, and junior high schools. A CSAP Model Program, the Olweus Bullying Prevention was developed and has been in use in Norway for two decades. The program has been successfully implemented in the U.S., U.K., Canada, and Germany. It is being disseminated in collaboration with the Institute on Family & Neighborhood Life at Clemson University.



Dr. Dan Olweus of Norway, developer of the Olweus Bullying Prevention Program, delivers portions of the training during the 3-day national training event.

Upon completion of the training program, participants are certified to provide a 1.5-day training to school teams and to provide ongoing phone consultation to school sites. Anyone interested in obtaining a list of nationally certified trainers, please submit your contact information to CSAP Model Programs on bullying_tot@listmgr.row.com, and a list will be e-mailed to you when the training is complete.

For more information on the Olweus Bullying Prevention Program, visit the CSAP Model Programs Web site at <http://modelprograms.samhsa.gov> or contact: Susan Limber, Ph.D., Institute on Family & Neighborhood Life, Clemson University, 158 Poole Agricultural Center, Clemson, SC 29634, Phone: (864) 656-6320, Fax: (864) 656-6281, E-mail: slimber@clemson.edu

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Prevention Education: Never Too Early, Never Too Late

A 6-year study of data on students receiving Project Northland showed that students benefited most from the intervention as young adolescents, but even as high school juniors and seniors, the intervention positively impacted their tendency to use alcohol, the ability to obtain alcohol and heavy drinking.

This school-based intervention, which includes parent and community components, had notably high participation rates in the six Minnesota counties and 24 school districts where it was applied from 1991 through 1998. Students received the standard 3 years of social-behavioral classroom curricula in grades six through eight, and assessment surveys showed the growth rate in alcohol use was about half that of comparison communities. (continued on page 6)

Funding Tool on Web

Summaries of grant news, grant-seekers tips, and related announcements, with links to online foundations and federal agencies, are a mouse-click away on the CSAP Model Programs Web site. Funding News is supplied by Join Together Online, a service founded in 1991 that supports community-based efforts to reduce, prevent, and treat substance abuse across the nation. It can be accessed on the home page of the CSAP Model Programs site under the Funding Resources link or at: <http://modelprograms.samhsa.gov/grants.htm>

Under the same link, a Funding Resources Locator gives users the ability to search for funding by geographical focus, grantor type, program type, and grantor/corporation/foundation.

Funding News

SAMHSA Offers \$7.2 Million to Fund State Substance Abuse Prevention Programs

More than \$7 million in substance abuse prevention funds is being offered by the Substance Abuse and Mental Health Services Administration (SAMHSA). Grants are available to states and territories that have not previously received a State Prevention Incentive Grant (SIG), and who currently receive the Substance Abuse Prevention and Treatment Block Grant. Funds are earmarked for initiatives that will help develop strategies and implement systems to ensure that state substance abuse prevention resources fill identified prevention services gaps affecting target youth and young adults 12 to 25 years old. Programs will utilize science-based prevention and early intervention strategies.

Two to three awards, averaging approximately \$3 million per year in total costs, will be given. The grants will be awarded for a period of up to 3 years. SAMHSA's Center for Substance Abuse Prevention (CSAP) will administer the grants. States that received such grants in FY 1997, 1998, 1999, 2000, or 2001 may NOT apply.

The program announcement is No. SP 02-003. Guidance for Applicants (GFA No. SP 02-003) is available from SAMHSA's Web site or by phone from SAMHSA's National Clearinghouse for Alcohol and Drug Information at 1(800) 729-6686. Applicants with questions on program issues should contact either Dave Robbins of Patricia Getty by phone at (301) 443-2068 or by e-mail at drobbs@samhsa.gov or pgetty@samhsa.gov. Queries on grants management issues should be directed to Steve Hudak by phone at (301) 443-9666 or by e-mail at shudak@samhsa.gov.

CSAP State Prevention Summit in Phoenix

The Center for Substance Abuse Prevention (CSAP) hosted its first State Prevention Summit in Phoenix, Arizona, from April 29 through May 1, 2002. A 3-day training conference, the Summit aimed at increasing States' knowledge and capacity in the substance abuse prevention field. The Summit had five concurrent Institutes from which State teams selected one to attend throughout the three days.

The goal of Institute #5, Effective Prevention Models and Programs, was to provide States with information and skills that will assist them in selecting and implementing effective science-based programs. Developed and presented by CSAP Model Programs, this session focused on programs identified through the CSAP National Registry of Effective Prevention Programs (NREPP). This Institute was designed for States that are just beginning to consider the implementation of science-based programming, and for the most recent cohorts of SIG grantees.

Institute #5 included the interactive presentation of three State case studies that represent diverse approaches, state structures, populations and models, and that address issues of adaptation/fidelity and cultural competence. Each group of State participants left with at least one potential Model Program for consideration within their State, an identification of key implementation problems that their State may encounter, the shared experience with other States about possible solutions to the problems, as well as areas where additional assistance may be needed. The Institute's interactive learning activities took into account the varying state structures and responsibilities for managing and implementing prevention programs.

New CSAP Model Programs

Continually increasing in variety and number, CSAP Model Programs provides an array of science-based interventions that can meet the prevention needs of any community. They include:

Border Binge-Drinking Project

The Border Binge-Drinking Project is a binational environmental management strategy developed to help U.S. border communities minimize



the alcohol-related injuries and fatalities produced by cross-border drinking by teens and young adults. Program organizers regularly collect anonymous information, including blood alcohol content (BAC) levels, from youths returning from a night in Mexico. The data is used to develop and support interventions to curb high-risk drinking. Substantial reductions in the number of youthful cross-border bar patrons and the average BAC of returning drinkers have been demonstrated at two border locations, San Diego/Tijuana and El Paso/Juarez. The program was the catalyst for a precedent-setting Binational Council, which makes policy recommendations on alcohol and illicit and pharmaceutical drug issues throughout the San Diego-Tijuana border region.

Intervention: Universal

Developer: Robert Voas, Ph.D. and James Baker

Challenging Collegiate Alcohol Abuse (CCAA)

THE UNIVERSITY OF ARIZONA®

Developed and tested at The University of Arizona, CCAA clearly demonstrated the ability to change drinking and related behaviors among college students. A social norms and environmental management program managed by the campus health service, CCAA uses a wide array of mass media to communicate public health information to students, the campus community and the surrounding community. Its' aim is to dispel misperceptions and instill correct norms about alcohol and drug use, especially among the high-risk populations -- freshmen, sorority/fraternity members, and others already identified through alcohol-related violations. It also builds civic partnerships and collaborations between the college and community that support and reinforce school regulations and public laws pertaining to substance abuse.

Intervention: Universal

Developer: The University of Arizona Health Promotion and Preventive Services

Families and Schools Together: Building Relationships (FAST)

FAST is a unique multifamily group intervention that supports parents as the primary intervention agents for their children, 3 to 14 years old. The program's three components, parent outreach, weekly multifamily sessions, and monthly multifamily meetings, are aimed at empowering parents, improving family functioning and communication, reducing anxiety and aggression, and increasing social skills and attention span in young children. Program outcomes cross several domains, and in adolescence, correlate to substance abuse prevention, delinquency, and school failure. Program implementation requires a collaborative team consisting of a school representative, a parent, and substance abuse and mental health professionals. FAST middle school teams require a youth advocate as well. Sixty percent of the program is locally adapted, and FAST is shown to be very effective with low-income, single parent families living on public support.

Intervention: Universal and Selective

Developer: Lynn McDonald, M.S.W., Ph.D., University of Wisconsin



PATHS: Promoting Alternative Thinking Strategies

PATHS is a comprehensive, school-based program that promotes emotional and social competencies and reduces aggression and behavior problems, while simultaneously enhancing the educational process. The PATHS curriculum, designed for children in kindergarten through grade six, has been shown to improve protective factors and reduce behavioral risk factors that impact youth problem behaviors, including substance use. This innovative curriculum is a multiyear, universal prevention model designed for use by educators and counselors. Although primarily focused on the school and classroom settings, information and activities are also included for use with parents.

Intervention: Universal

Developers: Carol A. Kusché, Ph.D. and Mark T. Greenberg, Ph.D.



Second Step: A Violence Prevention Curriculum

A classroom-based social skills program for preschool through junior high school students (4 to 14 years old), Second Step is designed to teach children skills to reduce impulsive and aggressive behaviors and increase their social competence. The program's lesson content, which addresses important substance abuse risk and protective factors, varies by grade level. Students react to photos or videos displayed by a teacher, who leads them in group discussion and role-play, in order to develop and model appropriate response skills. The pre-K level curriculum includes puppet scripts and sing-along tapes, and the middle/junior high-level includes homework assignments. In addition, the curricula for pre-K through 5th grade contain a parent education video. Outcomes for the Second Step children showed a 20 percent reduction in physical aggression during lunchtime and recess, while the control group experienced a 41 percent increase.

Intervention: Universal

Developer: Committee for Children

Second Step

Too Good For Drugs (TGFD)

TGFD is a school-based prevention program designed to reduce risk factors and enhance protective factors relating to alcohol, tobacco, and other drug (ATOD) use among students, K-12 (5 to 18 years old). The program offers a separate, developmentally appropriate curriculum for each grade level, and includes a family component. Teachers utilize highly interactive methods, including role-plays, games, small group activities and class discussion, to deliver 10 weekly lessons in the grades K through 8, and 26 weekly lessons in high school. Lessons are designed to develop personal and interpersonal skills, appropriate attitudes, and knowledge of negative consequences related to ATOD use. These teaching methods model and encourage bonding with prosocial peers. Studies showed significant reductions in the initiation of ATOD use and fighting.

Intervention: Universal

Developer: The Mendez Foundation

Mendez FOUNDATION

Creating Lasting Family Connections Tested with Asian-Americans

Asian Pacific Psychological Services (APPS) of Oakland will replicate Creating Lasting Family Connections (CLFC) for the next three years, with funding from the Substance Abuse and Mental Health Services Administration (SAMHSA).

CLFC is a comprehensive family strengthening, substance abuse, and violence prevention curriculum that has been designated a Model Program by the Center for Substance Abuse Prevention (CSAP). The CLFC program has been similarly recognized by the Office of Juvenile Justice Delinquency Prevention, the U.S. Department of Education, and the International Youth Foundation. Proven successful with Caucasian, African-American, and Hispanic youth, CLFC has never been tested with Asian populations.



APPS anticipates that the Asian Family Connection Project will annually serve 40 to 60 Lao, Mien, and Khmu students aged 12 to 18, and their families, living in California's Alameda and Contra Costa counties. Ted Strader, MS, CLFC program developer, and Theresa Boyd, CLFC master trainer, delivered the CLFC implementation training to key APPS staff in December 2001. For more information about the project, contact:

Asian Pacific Psychological Services (APPS),
Main Office:
431 30th Street,
Suite 6A,
Oakland, CA 94609,
PH: (510) 835-2777,
Fax (510) 835-0164,
Web site: <http://www.APPSweb.org>

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Students received only a brief five-session intervention during a 2-year interim phase. Results showed this lack of intervention has a significant and negative impact on alcohol use. A multicomponent, community-wide intervention again was implemented during the 11th and 12th grades. Even with a 2-year hiatus in intervention activities, Project Northland had a significant positive impact on alcohol use and heavy drinking, though not as powerful as with the younger adolescents. Details of this study can be found in *Health Education Research*, Vol. 17, No.1, 2002, p.117-132.

SAMHSA to Introduce 25 New Model Programs at 2001 Exemplary Awards

Representatives from 25 SAMHSA Model Programs and 5 Promising Programs will be honored at the 2001 Exemplary Substance Abuse Prevention Programs Award Ceremony on June 7, 2002. The awards are sponsored by the Social and Mental Health Services Administration (SAMHSA) in cooperation with the National Association of State Alcohol and Drug Abuse Directors (NASADAD), the National Prevention Network (NPN), and the Community Anti-Drug Coalitions of America (CADCA). The CSAP Model Programs withstood rigorous scientific review to be selected from a field of more than 200 programs.

The event will be held at the National Press Club in Washington, D.C. Joseph Califano, Chairman and President of the National Center on Addiction and Substance Abuse (CASA) at Columbia University, is the event's keynote speaker. Other speakers include John Walters, Director of the Office of National Drug Control Policy; Charles G. Curie, M.A., A.C.S.W., Administrator, SAMSHA; Hope Taft; First Lady of Ohio (invited); Arthur T. Dean, Major General, U.S. Army, Ret., Chairman and CEO of CADCA; and Lewis E. Gallant, Ph.D., Executive Director, NASADAD.

SAMHSA Model Program fact sheets and information may be obtained through a toll-free number, 1-877-773-8546, or on the Internet at <http://modelprograms.samhsa.gov>.

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